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may 16, 2000

File: USPT

L8: Entry 8 of 11

DOCUMENT-IDENTIFIER: US 6061939 A

TITLE: Device for converting a pole into a simulative product display

Abstract Text (1):

A display device for converting a pole into a <u>simulative product</u> display comprising first and second body elements each with an outer surface <u>simulating in three dimensions</u> a portion of a <u>product</u> to be advertised and together <u>simulating in three dimensions</u> and throughout 360 degrees an entire <u>product</u> to be advertised and further comprising an elongate member for fastening the first body element and the second body element about a pole. A substantially rigid reinforcing member may be disposed within an open inner volume of the display device. The reinforcing member may have an aperture therein with an impact absorbing member disposed therewithin. An open inner volume of the impact absorbing member may be occupied by a disparate impact absorbing material such as particulate matter or liquid.

Application Filing Date (1): 19980721

Brief Summary Text (4):

For time immemorial, signs of metal, wood, and plastic have been employed to depict advertiser's products and services. Consequently, advertising displays, even those simulating the advertised product or service in two and even three dimensions, are known to the art. The need for effective advertising has resulted in signs being situated at nearly every conceivable location both indoors and out.

Brief Summary Text (5):

Nonetheless, one available advertising location appears not to have been put to its full use. One will realize that poles may be found in nearly any environment. There are support poles in <u>buildings</u>, utility poles lining streets, and poles on ski mountains for supporting ski lifts. One important point that the shear multiplicity of poles raises relative to the instant invention is that a tremendous amount of unique advertising space as of yet has been left underused. Thus far, advertising on poles has been limited substantially to the posting of sheets of paper and the like with tape or tacks.

Brief Summary Text (10):

In accomplishing these objects, the invention essentially comprises a display device for converting a pole into a <u>simulative product</u> display comprising first and second body elements each with an outer surface <u>simulating in three dimensions</u> a portion of a <u>product</u> to be advertised and together <u>simulating in three dimensions</u> and throughout 360 degrees an entire <u>product</u> to be advertised and further comprising an elongate member of, for example, plastic for fastening the first body element to the second body element to form the first and second body elements into a unitary structure. The elongate member may have a first end coupled to an inner surface of the first body element and a second end coupled to an inner surface of the second body element. The elongate may comprise a first elongate section coupled to a second elongate section by a ratcheting engagement mechanism.

<u>Detailed Description Text</u> (3):

In the embodiment of FIG. 1, the display device 10 comprises a first body element

12 and a second body element 50 wherein each of the body elements 12 and 50 has an outer surface 14 that simulates in three dimensions approximately one-half of a beverage bottle. Since each of the first and second body elements 12 and 50 simulates approximately one-half of a product to be displayed, when coupled together the first and second body elements 12 and 50 simulate an entire product to be displayed in three dimensions and throughout 360 degrees.

CLAIMS:

- 1. A display device for converting a pole into a simulative product display, the display device comprising:
- a first body element for simulating in a magnified proportion a portion of a product to be advertised wherein the first body element has an outer surface simulating in three dimensions a portion of a product to be advertised and wherein the first body element has a pole engaging surface with a means for engaging a pole; and
- a second body element for simulating in a magnified proportion a portion of a product to be advertised wherein the second body element has an outer surface simulating in three dimensions a portion of a product to be advertised and wherein the second body element has a pole engaging surface with a means for engaging a
- a means for fastening the first body element into engagement with the second body element to form the first and second body elements into a unitary structure, the fastening means comprising at least one elongate member with a first end and a second end, a means for fastening the first end of the at least one elongate member to an inner surface of the first body element, and a means for fastening the second end of the at least one elongate member to an inner surface of the second body element wherein the at least one elongate member comprises a first elongate section and a second elongate section; and
- a means for fastening the first elongate section to the second elongate section to form the at least one elongate member comprising a ratcheting engagement mechanism operatively associated with the first and second elongate sections;
- whereby the first body element and the second body element can be fastened into engagement surrounding a pole to cause at least a portion of a pole about which they are disposed to simulate in three dimensions a product to be advertised.
- 6. A display device for converting a pole into a simulative product display the display device comprising:
- a first body element for <u>simulating</u> in a magnified proportion a portion of a product to be advertised wherein the first body element has an outer surface <u>simulating in three dimensions</u> a portion of a product to be advertised and wherein the first body element has a pole engaging surface with a means for engaging a pole;
- a second body element for simulating in a magnified proportion a portion of a product to be advertised wherein the second body element has an outer surface simulating in three dimensions a portion of a product to be advertised and wherein the second body element has a pole engaging surface with a means for engaging a pole wherein the first and second body elements when fastened together define an open inner volume;
- at least one substantially rigid reinforcing member comprising a generally flat panel disposed within the open inner volume with an inner edge for contacting a pole about which the first and second body elements are disposed and an outer edge

for contacting the first and second body elements whereby the reinforcing member tends to prevent the first and second body elements from compressing in response to an impact to the display device;

at least one aperture in the reinforcing member;

an impact absorbing member of impact absorbing material disposed within the at least one aperture in the reinforcing member; and

a means for fastening the first body element into engagement with the second body element to form the first and second body elements into a unitary structure;

whereby the first body element and the second body element can be fastened into engagement surrounding a pole to cause at least a portion of a pole about which they are disposed to <u>simulate in three dimensions a product</u> to be advertised.

16. The display device of claim 6 wherein each of the first and second body elements <u>simulates</u> in magnified proportion and in <u>three dimensions</u> a portion of a <u>product</u> to be advertised chosen from the group consisting of a bottled <u>product</u>, a boxed <u>product</u>, and a canned <u>product</u>.

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Search Results - Record(s) 1 through 10 of 11 returned.

☐ 1. Document ID: US 6629097 B1

L8: Entry 1 of 11

File: USPT

Sep 30, 2003

US-PAT-NO: 6629097

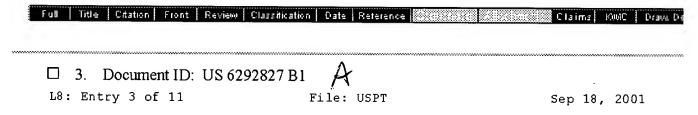
DOCUMENT-IDENTIFIER: US 6629097 B1

TITLE: Displaying implicit associations among items in loosely-structured data sets

US-PAT-NO: 6415051

DOCUMENT-IDENTIFIER: US 6415051 B1

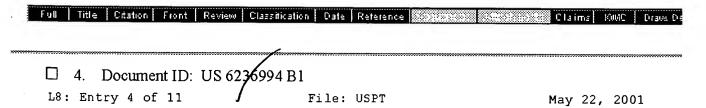
TITLE: Generating 3-D models using a manually operated structured light source



US-PAT-NO: 6292827

DOCUMENT-IDENTIFIER: US 6292827 B1

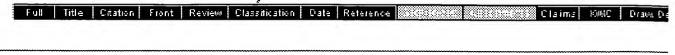
TITLE: Information transfer systems and method with dynamic distribution of data, control and management of information



US-PAT-NO: 6236994

DOCUMENT-IDENTIFIER: US 6236994. B1

TITLE: Method and apparatus for the integration of information and knowledge



□ 5. Document ID: US 6161051 A

L8: Entry 5 of 11

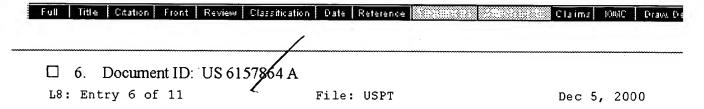
File: USPT

Dec 12, 2000

US-PAT-NO: 6161051

DOCUMENT-IDENTIFIER: US 6161051 A

TITLE: System, method and article of manufacture for utilizing external models for enterprise wide control



US-PAT-NO: 6157864

DOCUMENT-IDENTIFIER: US 6157864 A

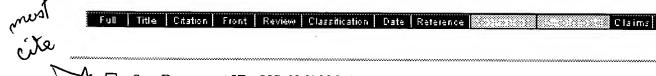
TITLE: System, method and article of manufacture for displaying an animated, realtime updated control sequence chart

| | Full | Title | Citation | Front | Review | Classification | Date | Reference | | | Clai | mi I | OWC | Dyaw | a D∈ |
|------------|---------|-------|----------|--------|---|----------------|--------|-----------|---|------|-------|--------|----------|---------|------|
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| | | 7. I | Documen | at ID: | US 61 | 08662 A | | | | | | | | | |
| | L8: | Entr | y 7 of | 11 | | | File: | USPT | | | Aug | 22, | 20 | 00 | |

US-PAT-NO: 6108662

DOCUMENT-IDENTIFIER: US 6108662 A

TITLE: System method and article of manufacture for integrated enterprise-wide control



□ 8. Document ID: US 6061939 A

L8: Entry 8 of 11

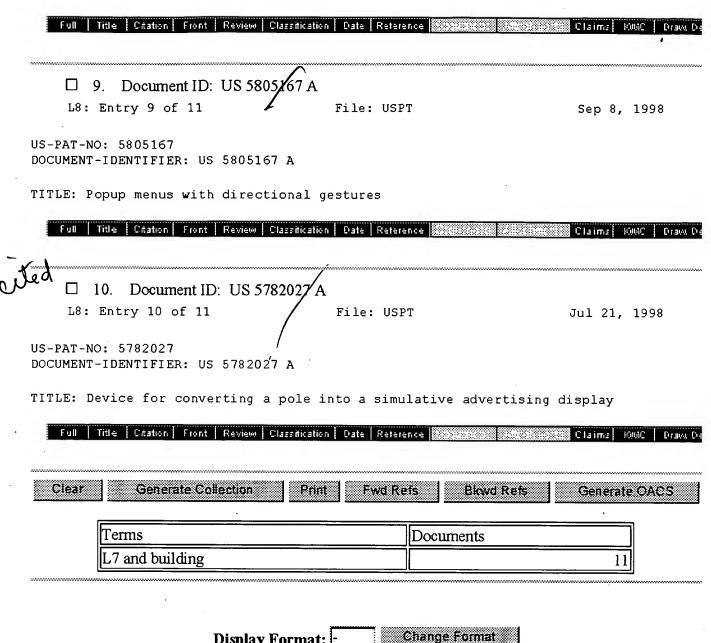
File: USPT

May 16, 2000

US-PAT-NO: 6061939

DOCUMENT-IDENTIFIER: US 6061939 A

TITLE: Device for converting a pole into a simulative product display



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| Clear Generate Collection Print Fwd Refs Bkwd Refs Generate OACS Search Results - Record(s) 11 through 11 of 11 returned. | | | | | | |
| □ 11. Document ID: US 556 | 7164 A | | | | | |
| L8: Entry 11 of 11 | File: USPT | Oct 22, 1996 | | | | |
| US-PAT-NO: 5567164 DOCUMENT-IDENTIFIER: US 5567164 A TITLE: Method of facilitating learning using a learning complex Full Title Ctation Front Review Classification Date Reference Complex Claims NWC Draw De | | | | | | |
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Generate Collection

Print

L3: Entry 1 of 2

File: USPT

Apr 29, 2003

DOCUMENT-IDENTIFIER: US 6556950 B1

TITLE: Diagnostic method and apparatus for use with enterprise control

Application Filing Date (1): 19990930

Detailed Description Text (814):

EC Simulation Visualization the LL execution Visualization the current step(s) the machine is waiting on Visualization the "control process" i.e., animate the Timing Diagram Use generated code via SoftLogix to animate in 2-D the workcell machines that simulate the process and the subsequent creation of the product

Detailed Description Text (956):

Visualization of the PLC LL execution is enabled by using RSLogix. Visualization of a current step(s) the machine is waiting on Visualization the "control process", i.e., animate the Bar Chart. Use generated ode via SoftLogix to animate in 3-D visualization of the workcell machines in Arder to simulate the process and the subsequent creation of the product Note: in EC all these simulations run off the same data model.

Detailed Description Text (971):

EC Simulation Visualization of the/LL execution is facilitated through the use of RSLogix (RSLadder is better) Visualization the current step(s) the machine is waiting on Visualization the "control process", i.e., animate the Bar Chart Use generated code via SoftLogix t ϕ animate in 3-D visualization of the workcell machines in order to simulate the process and the subsequent creation of the . product Note: in EC all thes simulations run off the same data model.

Current US Cross Reference Classification (3): 705/8

> Previous Doc Next Doc Go to Doc#

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A

End of Result Set

☐ Generate Collection Print

L3: Entry 2 of 2

File: USPT

Dec 26, 2000

DOCUMENT-IDENTIFIER: US 6167406 A

TITLE: System, method and article of manufacture for building an enterprise-wide data model

<u>Application Filing Date</u> (1): 19980508

Detailed Description Text (410):

Use generated code via SoftLogix to animate in 3-D the workcell machines that $\underline{\text{simulate}}$ the process and the subsequent creation of the product

Detailed Description Text (698):

Visualization of the PLC LL execution is enabled by using RSLogix. Visualization of a current step(s) the machine is waiting on Visualization the "control process", i.e., animate the Bar Chart. Use generated code via SoftLogix to animate in 3-D visualization of the the workcell machines in order to $\underline{\text{simulate}}$ the process and the subsequent creation of the product

Detailed Description Text (727):

Use generated code via SoftLogix to animate in 3-D visualization of the the workcell machines in order to <u>simulate</u> the process and the subsequent creation of the <u>product</u>

<u>Current US Cross Reference Classification</u> (1): 705/1

Previous Doc Next Doc Go to Doc#

Refine Search

Search Results -

| Terms | Documents |
|---|-----------|
| L23 and ((model\$ or simulat\$) with install\$) | 4 |

Database:

US Pre-Grant Publication Full-Text Database
US Patents Full-Text Database
US OCR Full-Text Database
EPO Abstracts Database
JPO Abstracts Database
Derwent World Patents Index
IBM Technical Disclosure Bulletins

Search:

| L24 | |
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Search History

DATE: Monday, June 06, 2005 Printable Copy Create Case

| Set Name side by side | Query | <u>Hit</u> Count | <u>Set</u> <u>Name</u> result set |
|-----------------------|--|---------------------|--|
| DB= | =EPAB,JPAB,DWPI,TDBD; THES=ASSIGNEE; PLUR=YES; OP=OR | | |
| <u>L24</u> | L23 and ((model\$ or simulat\$) with install\$) | 4 | <u>L24</u> |
| <u>L23</u> | ((model\$ or simulat\$) with (3d\$ or "3-d" or "three-dimension" or (three adj dimension)) with (product or item\$)) | 144 | <u>L23</u> |
| DB= | =PGPB,EPAB,JPAB,DWPI,TDBD; THES=ASSIGNEE; PLUR=YES; OP=OR | | |
| <u>L22</u> | L21 and building | 94 | <u>L22</u> |
| <u>L21</u> | ((model\$ or simulat\$) with (3d\$ or "3-d" or "three-dimension" or (three adj dimension)) with (product or item\$)) | 346 | <u>L21</u> |
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| <u>L20</u> | ((model\$ or simulat\$) with (3d\$ or "3-d" or "three-dimension" or (three adj dimension)) with (product or item\$)) | 536 | <u>L20</u> |
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| <u>L19</u> | 118 and ((model\$ or simulat\$) with (3d\$ or "3-d" or "three-dimension" or (three | 1 | <u>L19</u> |

| | adj dimension)) with (product or item\$)) | , | |
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| DB | =PGPB,USPT; THES=ASSIGNEE; PLUR=YES; OP=OR | | (i) |
| | (5581552 5306106 5116204 5802296 5590249 5204897 5190214 5949998 5953506 5668631 6128587 2899765 6393386 5966702 3579885 5896530 6266053 6128405 5929864 5896139 5774660 | 5 W | jø. |
| <u>L18</u> | 5605414 5408597 5889550 6215495 6263103 2002/0093541 4244156 3947985 5066163 5561930 5755528 5782027 5487146 2625762 5760925 3104875 4454671 3928930 6154723 5918049 2870558 | 48 | <u>L18</u> |
| 1.17 | 5826265 5802292 5826239 6205243 5802306 5799318 5487618)![PN] ('5782027' '6292827' '6061939' '6415051' '6823299)[PN] | 5 | <u>L17</u> |
| | =USPT; THES=ASSIGNEE; PLUR=YES; OP=OR | 3 | <u>1117</u> |
| | L15 and l14 | 1 | <u>L16</u> |
| <u>L15</u> | 113 and ((model\$ or simulat\$) with (3d\$ or "3-d" or "three-dimension" or (three adj dimension)) with (product or item\$)) | 1 | <u>L15</u> |
| <u>L14</u> | 113 and (simulat\$ with (3d\$ or "3-d" or "three-dimension" or (three adj | 1 | <u>L14</u> |
| <u>L13</u> | | 38 | L13 |
| <u>L12</u> | L11 and (simulat\$ with (3d\$ or "3-d" or "three-dimension" or (three adj dimension)) with (product or item\$)) | 5 | <u>L12</u> |
| <u>L11</u> | L10 or 19 | 23 | <u>L11</u> |
| <u>L10</u> | 6169992.pn. or 6337699.pn. or 5027400.pn. or 6336035.pn. or 6307573.pn. or 6381583.pn. or 6304855.pn. or 6026377.pn. or 6438263.pn. or 6380934.pn. or 5850352.pn. or 6163623.pn. or 4835704.pn. or 5684724.pn. or 5402358.pn. or 5848399.pn. or 6449103.pn. or 5206804.pn. | 18 | <u>L10</u> |
| $DB^{:}$ | =PGPB,USPT; THES=ASSIGNEE; PLUR=YES; OP=OR | | |
| <u>L9</u> | 6061939.pn. or 5782027.pn. or 6415051.pn. or 6292827.pn. or 6823299.pn. | 5 | <u>L9</u> |
| <u>L8</u> | L7 and building | 11 | <u>L8</u> |
| | L4 not l6 | 28 | <u>L7</u> |
| | L4 and (simulat\$ same install\$) | 4 | <u>L6</u> |
| | L4 and (simulat\$ with install\$) | 0 | <u>L5</u> |
| <u>L4</u> | 12 not L3 | 32 | <u>L4</u> |
| <u>L3</u> | L2 and 705/?.ccls. | 2 | <u>L3</u> |
| <u>L2</u> | (simulat\$ with (3d\$ or "3-d" or "three-dimension" or (three adj dimension)) with (product or item\$)) and @ad<=20000630 | 34 | <u>L2</u> |
| <u>L1</u> | (simulat\$ with (product or item\$)) and @ad<=20000630 | 6006 | <u>L1</u> |

END OF SEARCH HISTORY

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May 16, 2000

L14: Entry 1 of 1

File: USPT

US-PAT-NO: 6061939

DOCUMENT-IDENTIFIER: US 6061939 A

not sim/mod. infalled a display 3D product.

TITLE: Device for converting a pole into a simulative product display

DATE-ISSUED: May 16, 2000

INVENTOR-INFORMATION:

NAME

CITY

STATE

ZIP CODE

COUNTRY

Gildea; Sean T.

Marblehead

MA

01945

APPL-NO: 09/ 119916 [PALM] DATE FILED: July 21, 1998

PARENT-CASE:

This application is a continuation-in-part of application Ser. No. 08/820,366 filed on Mar. 12, 1997, now U.S. Pat. No. 5,782,027.

INT-CL: $[07] \underline{609} \underline{F} \underline{5/08}$

US-CL-ISSUED: 40/538; 40/607, 52/736.4 US-CL-CURRENT: 40/538; 40/607.03, 52/736.4

FIELD-OF-SEARCH: 40/538, 40/607, 40/624, 52/736.3, 52/736.4, 405/216, 404/6, 404/9,

404/10, 446/366, 116/63R

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

Search Selected | Search All | Clear |

| PAT-NO | ISSUE-DATE | PATENTEE-NAME | US-CL | |
|----------------|----------------|---------------|--------|--|
| 2625762 | January 1953 | Mccoll | | |
| 2870558 | January 1959 | Fuller | | |
| 3104875 | September 1963 | Doyle | | |
| 3579885 | May 1971 | Iverson | | |
| <u>5066163</u> | November 1991 | Whitaker | 404/10 | |
| <u>5116204</u> | May 1992 | Power et al. | 40/607 | |
| <u>5190214</u> | March 1993 | Dewailly | | |
| <u>5306106</u> | April 1994 | Mileti | 404/6 | |
| | | | | |

| <u>5487618</u> | January 1996 | Cox | 404/6 |
|----------------|---------------|---------------|--------|
| <u>5561930</u> | October 1996 | Ashley et al. | 40/538 |
| <u>5605414</u> | February 1997 | Fuller | 404/6 |
| <u>5755528</u> | May 1998 | Kulp et al. | 404/6 |
| <u>5782027</u> | July 1998 | Gildea | 40/607 |

FOREIGN PATENT DOCUMENTS

| FOREIGN-PAT-NO | PUBN-DATE | COUNTRY | US-CL |
|----------------|--------------|---------|--------|
| 50647 | October 1966 | DE · | 404/10 |
| 2830876 | October 1979 | DE | 404/10 |
| 1483485 | August 1977 | GB | 404/10 |

ART-UNIT: 364

PRIMARY-EXAMINER: Johnson; Blair M.

ATTY-AGENT-FIRM: O'Connell Law Firm

ABSTRACT:

A display device for converting a pole into a simulative product display comprising first and second body elements each with an outer surface simulating in three dimensions a portion of a product to be advertised and together simulating in three dimensions and throughout 360 degrees an entire product to be advertised and further comprising an elongate member for fastening the first body element and the second body element about a pole. A substantially rigid reinforcing member may be disposed within an open inner volume of the display device. The reinforcing member may have an aperture therein with an impact absorbing member disposed therewithin. An open inner volume of the impact absorbing member may be occupied by a disparate impact absorbing material such as particulate matter or liquid.

A retaining base with a base floor and an annular retaining wall disposed at the periphery of the base floor base may be provided for retaining a bottom end of the first and second body elements. The retaining base may be fastened to the first and second body elements by, for example, retaining bolts that may be fixed relative to a surrounding environmental surface or by ground spikes projecting through the display device and into a surrounding environmental surface. A volume of ballast may be disposed within the open inner volume of the display device for maintaining the display device in a given location and orientation.

16 Claims, 8 Drawing figures

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Generate Collection Print

L14: Entry 1 of 1

File: USPT

May 16, 2000

DOCUMENT-IDENTIFIER: US 6061939 A

TITLE: Device for converting a pole into a simulative product display

Abstract Text (1):

A display device for converting a pole into a simulative product display comprising first and second body elements each with an outer surface simulating in three dimensions a portion of a product to be advertised and together simulating in three dimensions and throughout 360 degrees an entire product to be advertised and further comprising an elongate member for fastening the first body element and the second body element about a pole. A substantially rigid reinforcing member may be disposed within an open inner volume of the display device. The reinforcing member may have an aperture therein with an impact absorbing member disposed therewithin. An open inner volume of the impact absorbing member may be occupied by a disparate impact absorbing material such as particulate matter or liquid.

Brief Summary Text (4):

For time immemorial, signs of metal, wood, and plastic have been employed to depict advertiser's products and services. Consequently, advertising displays, even those simulating the advertised product or service in two and even three dimensions, are known to the art. The need for effective advertising has resulted in signs being situated at nearly every conceivable location both indoors and out.

Brief Summary Text (10):

In accomplishing these objects, the invention essentially comprises a display device for converting a pole into a simulative product display comprising first and second body elements each with an outer surface simulating in three dimensions a portion of a product to be advertised and together simulating in three dimensions and throughout 360 degrees an entire product to be advertised and further comprising an elongate member of, for example, plastic for fastening the first body element to the second body element to form the first and second body elements into a unitary structure. The elongate member may have a first end coupled to an inner surface of the first body element and a second end coupled to an inner surface of the second body element. The elongate may comprise a first elongate section coupled to a second elongate section by a ratcheting engagement mechanism.

Detailed Description Text (3):

In the embodiment of FIG. 1, the display device 10 comprises a first body element 12 and a second body element 50 wherein each of the body elements 12 and 50 has an outer surface 14 that simulates in three dimensions approximately one-half of a beverage bottle. Since each of the first and second body elements 12 and 50 simulates approximately one-half of a product to be displayed, when coupled together the first and second body elements 12 and 50 simulate an entire product to be displayed in three dimensions and throughout 360 degrees.

US Reference Patent Number (13): 5782027

CLAIMS:

- 1. A display device for converting a pole into a simulative product display, the display device comprising:
- a first body element for <u>simulating</u> in a magnified proportion a portion of a <u>product</u> to be advertised wherein the first body element has an outer surface <u>simulating in three dimensions</u> a portion of a <u>product</u> to be advertised and wherein the first body element has a pole engaging surface with a means for engaging a pole; and
- a second body element for <u>simulating</u> in a magnified proportion a portion of a <u>product</u> to be advertised wherein the second body element has an outer surface <u>simulating in three dimensions</u> a portion of a <u>product</u> to be advertised and wherein the second body element has a pole engaging surface with a means for engaging a pole;
- a means for fastening the first body element into engagement with the second body element to form the first and second body elements into a unitary structure, the fastening means comprising at least one elongate member with a first end and a second end, a means for fastening the first end of the at least one elongate member to an inner surface of the first body element, and a means for fastening the second end of the at least one elongate member to an inner surface of the second body element wherein the at least one elongate member comprises a first elongate section and a second elongate section; and
- a means for fastening the first elongate section to the second elongate section to form the at least one elongate member comprising a ratcheting engagement mechanism operatively associated with the first and second elongate sections;
- whereby the first body element and the second body element can be fastened into engagement surrounding a pole to cause at least a portion of a pole about which they are disposed to <u>simulate in three dimensions a product</u> to be advertised.
- 6. A display device for converting a pole into a simulative product display the display device comprising:
- a first body element for <u>simulating</u> in a magnified proportion a portion of a <u>product</u> to be advertised wherein the first body element has an outer surface <u>simulating in three dimensions</u> a portion of a <u>product</u> to be advertised and wherein the first body element has a pole engaging surface with a means for engaging a pole;
- a second body element for <u>simulating</u> in a magnified proportion a portion of a <u>product</u> to be advertised wherein the second body element has an outer surface <u>simulating in three dimensions</u> a portion of a <u>product</u> to be advertised and wherein the second body element has a pole engaging surface with a means for engaging a pole wherein the first and second body elements when fastened together define an open inner volume;
- at least one substantially rigid reinforcing member comprising a generally flat panel disposed within the open inner volume with an inner edge for contacting a pole about which the first and second body elements are disposed and an outer edge for contacting the first and second body elements whereby the reinforcing member tends to prevent the first and second body elements from compressing in response to an impact to the display device;
- at least one aperture in the reinforcing member;
- an impact absorbing member of impact absorbing material disposed within the at least one aperture in the reinforcing member; and

a means for fastening the first body element into engagement with the second body element to form the first and second body elements into a unitary structure;

whereby the first body element and the second body element can be fastened into engagement surrounding a pole to cause at least a portion of a pole about which they are disposed to simulate in three dimensions a product to be advertised.

16. The display device of claim 6 wherein each of the first and second body elements <u>simulates</u> in magnified proportion and in <u>three dimensions</u> a portion of a product to be advertised chosen from the group consisting of a bottled product, a boxed product, and a canned product.

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L19: Entry 1 of 1

File: USPT

Jul 21, 1998

US-PAT-NO: 5782027

DOCUMENT-IDENTIFIER: US 5782027 A

TITLE: Device for converting a pole into a simulative advertising display

DATE-ISSUED: July 21, 1998

not sim./mod. installed.

INVENTOR-INFORMATION:

NAME

CITY

STATE

ZIP CODE

Gildea; Sean T.

Marblehead

MA

01945

APPL-NO: 08/ 820366 [PALM] DATE FILED: March 12, 1997

INT-CL: [06] G09 F 5/08

US-CL-ISSUED: 40/538; 40/607, 52/736.4

US-CL-CURRENT: 40/588; 40/608 12, 40/607.03, 52/736.4

FIELD-OF-SEARCH: 40/538, 40/607, 40/624, 446/366, 405/216, 52/736.3, 52/736.4

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

Search Selected Search ALL Clear

| PAT-NO | ISSUE-DATE | PATENTEE-NAME | US-CL |
|----------------|---|---|---|
| 2870558 | January 1959 | Fuller | |
| 2899765 | August 1959 | Fuller | |
| 3104875 | September 1963 | Doyle | |
| 3928930 | December 1975 | Attwood | |
| 3947985 | April 1976 | Skrzypczak | |
| 4244156 | January 1981 | Watts, Jr. | |
| 4454671 | June 1984 | Morgenstern | 40/607 |
| <u>5116204</u> | May 1992 | Power et al. | 40/607 |
| <u>5561930</u> | October 1996 | Ashley et al. | |
| 5605414 | February 1997 | Fuller et al. | 40/607 X |
| | 2870558 2899765 3104875 3928930 3947985 4244156 4454671 5116204 5561930 | 2870558 January 1959 2899765 August 1959 3104875 September 1963 3928930 December 1975 3947985 April 1976 4244156 January 1981 4454671 June 1984 5116204 May 1992 5561930 October 1996 | PAT-NO ISSUE-DATE PATENTEE-NAME 2870558 January 1959 Fuller 2899765 August 1959 Fuller 3104875 September 1963 Doyle 3928930 December 1975 Attwood 3947985 April 1976 Skrzypczak 4244156 January 1981 Watts, Jr. 4454671 June 1984 Morgenstern 5116204 May 1992 Power et al. 5561930 October 1996 Ashley et al. |

FOREIGN PATENT DOCUMENTS

| FOREIGN-PAT-NO | PUBN-DATE | COUNTRY | US-CL |
|----------------|---------------|---------|--------|
| 11733 | April 1910 | FR | 40/538 |
| 9302 | April 1902 | GB | 40/538 |
| 363853 | December 1931 | GB | 40/538 |

ART-UNIT: 363

PRIMARY-EXAMINER:

Jóhnson; Blair

ATTY-AGENT-FIRM: O'Connell Law Firm

ABSTRACT:

A device for converting a pole into a simulative advertising display comprised of a first body element and, possibly, a second body element each for simulating in a magnified proportion at least a portion of a product to be advertised, a pole engaging surface, and a mechanism for coupling the body element or elements with a pole. Where the device simulates a bottle, there may be a strap simulating a bottle cap for surrounding a neck of the simulated bottle and coupling the device to a pole, and there may be a removable sheet label for surrounding a base of the simulated bottle for coupling the device to a pole and permitting a substitution of an advertised message by a replacement of the sheet label. The body element or elements may be comprised of a shell constructed with an impact absorbing material coated with a protective surface coating.

9 Claims, 6 Drawing figures

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L19: Entry 1 of 1

File: USPT

Jul 21, 1998

DOCUMENT-IDENTIFIER: US 5782027 A

TITLE: Device for converting a pole into a simulative advertising display

Brief Summary Text (4):

For time immemorial, signs of metal, wood, and plastic have been employed to depict advertiser's products and services. Consequently, advertising displays, even those simulating the advertised product or service in two and even three dimensions, are known to the prior art. The need for effective advertising has resulted in signs being situated at nearly every conceivable location both indoors and out.

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L24: Entry 1 of 4

File: DWPI

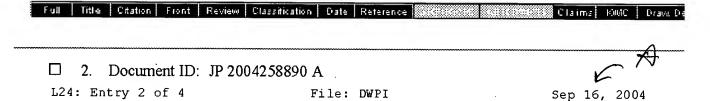
Sep 16, 2004

DERWENT-ACC-NO: 2004-688864

DERWENT-WEEK: 200467

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TITLE: Data manipulating method for creating environmental database, involves determining whether object information is sufficient to generate definition of environment, and generating formatted data in transmitting form used by specific model

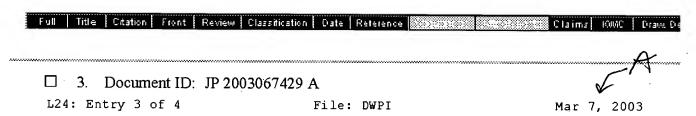


DERWENT-ACC-NO: 2004-671717

DERWENT-WEEK: 200466

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TITLE: Product model center of gravity analysis apparatus e.g. for flat panel display TV, uses relation between gravity center position of product, and specific models, to detect product state



DERWENT-ACC-NO: 2003-262031

DERWENT-WEEK: 200326

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TITLE: Public access system for product development by CAD (Computer-Aided Design), has Web server that associates three-dimensional model for Web public presentation, and control information from CAD data



| П | 4 | Document ID: | JP 2002156910 | Α |
|---|--------|--------------|---------------|---|
| | \lnot. | Document ID. | JI ZUUZIJUJIU | л |

4

L24: Entry 4 of 4

File: DWPI

May 31, 2002

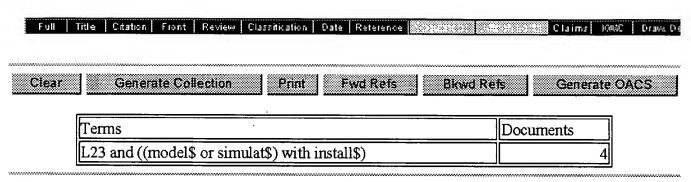
DERWENT-ACC-NO: 2002-504829

DERWENT-WEEK: 200254

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TITLE: Installation structure of three-dimensional product model, has pillars on

both sides of railway track, to support the model



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